



ENVIRONMENTAL SERVICES

News Release

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**United States Environmental Protection Agency Selects City of San Diego as
Location to Launch National *Make a Difference* Campaign**
*City of San Diego Mayor Dick Murphy and US EPA Region IX Administrator Wayne Nastri
Deliver Opening Presentations at Youth Environmental Symposium*

SAN DIEGO, CAB The United States Environmental Protection Agency (US EPA) recently selected the City of San Diego as the location to launch its national ***Make a Difference*** youth education campaign designed for 7th through 12th graders. The City of San Diego was selected over all other cities in the United States for its efforts to educate young people on environmental issues during the past decade. The US EPA will use the City of San Diego youth educational programs as an example of what other cities can do to educate their young people about environmental issues.

Today the US EPA and the City of San Diego Environmental Services Department launched the ***Make a Difference*** campaign at their co-sponsored a ***Youth Environmental Symposium*** in Balboa Park at the Balboa Park Club from 8:30 a.m. to 12:00 p.m. for 400 junior and senior high school students. The students were from schools located throughout San Diego and include: Farb Middle School (**Tierrasanta**); Francis Parker High School (**Linda Vista/San Diego**); Garfield High School (**Downtown San Diego**); High Tech High School and Middle School (**Loma Portal/San Diego**); Mission Bay High School (**Mission Bay**); Mt. Carmel High School (**Poway**); Pershing Middle School (**San Carlos/San Diego**); Roosevelt Jr. High (**Hillcrest/San Diego**); and Technology Academy High School (**San Diego**).

The morning began with a special presentation by City of San Diego Mayor Dick Murphy and the US EPA's Region IX Administrator Wayne Nastri who highlighted the City of San Diego's successful youth education programs and presented an honorary plaque to Mayor Dick Murphy in honor of these programs. KGTV 10 News' Weather Forecaster Loren

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Nancarrow was the keynote speaker and delivered a 30-minute presentation to the students on how they can make a difference in San Diego's environment.

Following the opening remarks, the students participated in workshops on environmental stewardship and panels on environmental careers as well as listened to discussions on air and water issues, waste reduction, plant biodiversity and endangered animal habitats in the San Diego region.

“Educating our youth now about how they individually and collectively can make an impact on the quality of the environment is crucial,” said City of San Diego Mayor Dick Murphy. “While our City’s environmental education programs are outstanding and we are honored to accept this national recognition, we still can do more. Participating in programs like the EPA’s *Make a Difference* campaign will help us shape the way we think about and live within our city’s environment.”

During the Symposium the students received a visor, paper pad and pencil made of recycled materials and the *Make a Difference* campaign educational kit called *Your Life, Your World, Your Choices*. The kit contains a number of innovative resources to help teens learn more about the environment and how they can “make a difference” by reducing, reusing and recycling waste in their homes, schools and communities. The kit was developed with the help of teachers, students and industry representatives, and is available for free to the public. The kit includes the following:

- A large, colorful poster that depicts the life cycle of a CD and DVD—from mining the raw materials to recycling and disposal.
- A booklet that promotes service-learning by giving examples of how kids can combine classroom learning with environmental community service projects.
- A handbook for schools and groups that provides helpful tips and ideas for starting a waste reduction program.
- A CD of solid waste resources for students and teachers.
- A flyer about environmental careers, internships and universities that offer environmental programs.
- A guide for properly managing yard trimmings through grass recycling, mulching, and composting.
- A booklet containing examples of volunteer projects related to reuse, recycling, composting, and household hazardous waste.
- A brochure on recycling used motor oil for teen drivers.

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The ***Make a Difference*** campaign is one of 68 projects under EPA's national Resource Conservation Challenge (RCC), which urges Americans to take responsibility for their individual impact on the environment. The projects are designed to help Americans reach two goals by 2005: 1) boosting the national recycling rate from 30 percent to at least 35 percent and 2) curbing the generation of 30 harmful chemicals normally found in hazardous waste by 50 percent.

The City of San Diego's Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City's long-term disposal needs. The Department also oversees the City's management of energy use and explores innovative options for energy independence. For more information on recycling or Environmental Services, please call (858) 694-7000 or visit the department's web site at <http://www.sandiego/environmental-services/>.

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